ATARI GAMES

...and in the end only one warrior will prevail.

In the distant future, the Ultimate Race will occur. Half road race and half battle, this will be the final contest between good and evil; a combat zone survival exercise. It will be called

RoadBlasters

- ★ Available in the futuristic high-tech cockpit configuration, as a System I upright game or game kit.
- ★ Outstanding promotional benefit of Match-box Toys product tie-in and advertising.
- ★ Special player promotion designed into every game.
- ★ Featuring a new steering control with fire buttons for laser artillery and unique special weapons.
- ★ Add-a-coin game continuation for extra earning power.

The race is on! You can survive the battle with Road Blasters.

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RoadBlasters

the power that rules the road

More than just another driving game!

Road Blasters is a futuristic warfare game where the player battles evil opponents from behind the wheel of a high-performance armored car. Road Blasters features a new steering control with fire buttons to highlight the realistic driving perspective and added action element of laser artillery and unique special weapons.

The roadway leads the player through a progression of countries, alternating checkpoints and rally points. Checkpoints are midpoint goals for the player which award additional fuel as the player races past. Rally points are similar to finish lines in ordinary race games because they indicate the completion of a race section. On Road Blasters, bonus fuel is awarded and player performance is evaluated on a scroll-up display at each rally point.

The game ends when the player has run out of fuel. There are green and red fuel globes along the roadway which the player can tag to obtain more fuel. An add-a-coin feature allows players to continue the race.

The sleek, fast Stingers, heavily armored Command cars, evasive and unpredictable Rat Jeeps and quick, darting Cycles combine forces to try and prevent the player from reaching the next rally point. In addition, there are mines in the road, gun turrets shooting at the player, bombs thrown by the opponent vehicles and other obstacles to be avoided.

By docking with the special weapons pack dropped by the support jet, the player can acquire special weapons, including: A Cruise Missile, a Nitro Injector, a U.Z. Cannon or an Electro Shield.

Special promotions and advertising!

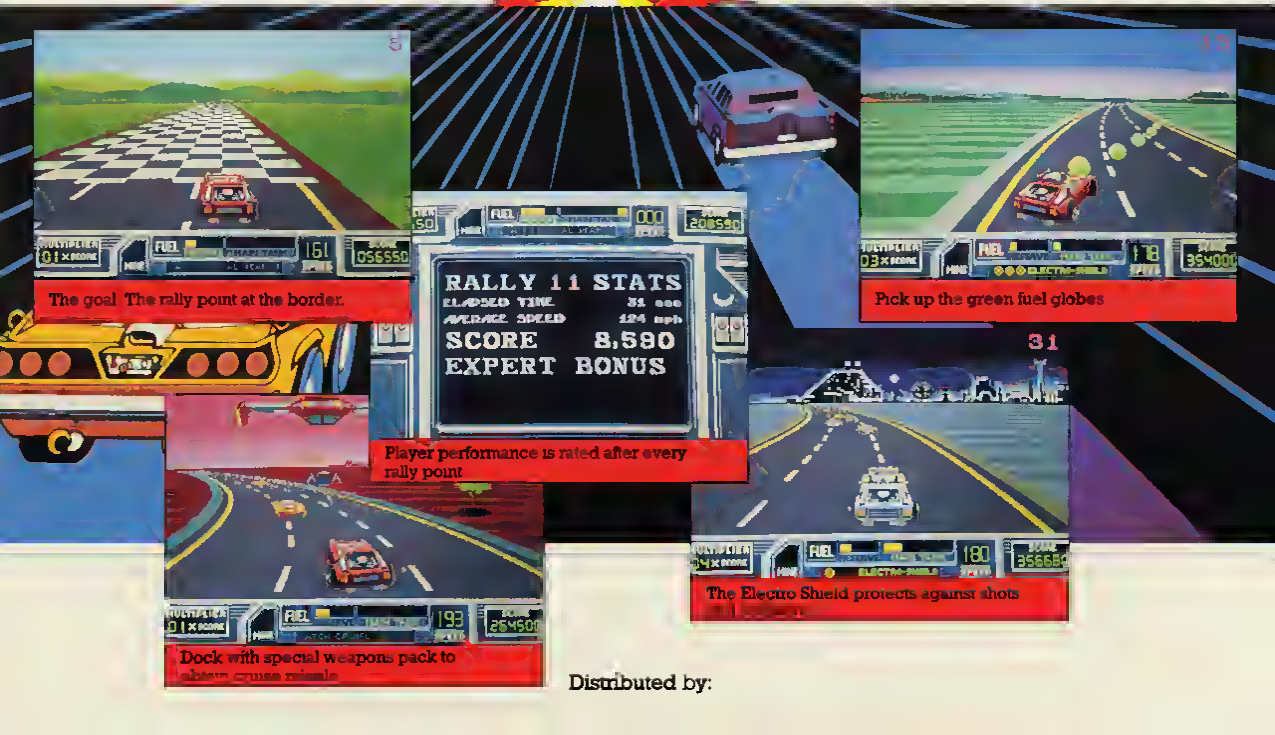
If a player completes wave 50, they will be given a personalized secret code that will entitle them to a Road Blasters t-shirt. Qualified players will be able to send their name and secret code directly to Atari Games on a postcard, little, if any, support work will be required from operators or locations.

In addition, Atari's Road Blasters video game was designed in conjunction with Matchbox Toys, a company that is famous for its authentically detailed collectible die-cast cars. Matchbox Toys will support its Road Blasters line of futuristic action/adventure vehicles with a multi-million-dollar ad campaign. Television advertising is planned for the spring and fall of 1987, in addition to retail promotions and an ambitious public relations campaign.

Dimensions

(Cockpit) Height: 53.25 in., 135 cm.,
Width: 29.5 in., 75 cm.,
Length: 84 in., 213 cm.
(System I Upright Game) Height: 70 in., 178 cm.; Width: 25.25 in., 64 cm.,
Depth: 34.5 in., 87 cm.;
Weight: 327 lbs., 148 kg.

Road Blasters is available in the futuristic cockpit configuration complete with the exclusive fresnel lens that enlarges the screen images, as a System I upright game, and as a game kit. The System I game kit includes attraction panel decal, completely assembled control panel with graphics, a pop-in game board, and a foot pedal assembly. The Road Blasters game kit will convert all other System I games (Marble Madness, Peter Pack Rat, Indiana Jones and the Temple of Doom and Road Runner).



The goal: The rally point at the border.

Pick up the green fuel globes.

Player performance is rated after every rally point.

The Electro Shield protects against shots.

Dock with special weapons pack to obtain cruise missile.

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